Sales		Retail	
1221	1,3,4	1222	
1222	1	1223	
1223		1226	
1224		1229	
1225	8	ROM	
1226	1,3,8	PC	SC
1229		MC	PA
1240			
1244	DR	RSM	RBM

R.J. Reynolds

Tobacco Co.

James McLean
Account Manager
411 Colonial Dr.
Endwell, NY 13760
(607) 786-5074
(607) 786-5075 fax
(800) 757-8255 ext. 78874

April 6, 1998

TO: To All Region 1600, 1200, 1100 and 1300 Regional Managers and Personnel With Klein Candy (SIS #761406) Accounts

RE: Introduction of RJR Private Label Brand (Brentwood)

Dear Ladies & Gentlemen,

The purpose of this letter is to inform everyone that Klein Candy has accepted our Forsyth private label brand **Brentwood.** First delivery date to retail will be the week of **5/25/98**. Klein will pass along the full $3.00 off invoice. This price will give us an advantage over Private Stock pricing . Listed below are the normal wholesale to retail carton prices for **Brentwood** (*price increase on 4/3/98 is reflected in these prices*) for the various states that Klein services.

PA	NJ	NY	NYC
$11.69	**$16.94**	**$14.28**	**$15.11**

Attached is a fact sheet that details the 10 brand styles and includes UPC codes. Since Klein has 2 chains that utilize item numbers in their ordering procedures, order numbers will be forthcoming in a separate attachment that you will receive by the end of the week. I did however want to get the pricing information out as soon as possible.

We will be running an introductory special on Brentwood. All orders shipped to retail from **5/25/98 thru 7/05/98** will be reduced an additional **$.50 off a carton**. Listed below are the wholesale to retail prices that reflect the special $.50 off price:

PA	NJ	NY	NYC
$11.19	**$16.44**	**$13.78**	**$14.61**

I have attached a retail sell sheet that the Buffalo region is going to use. I have made one appropriate for each state in case you choose to use it.

I suggest that we pre-book the brand to go out in two waves to take advantage of the introductory $.50 off a carton offer. An initial wave to ship the week of 5/25/98 and a follow up wave to ship the week of 6/15/98. Klein Candy will stock a Forsyth pack display along with a Forsyth MFD carton display to be included with any pre-books. Klein will ship either

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Source: https://www.industrydocuments.ucsf.edu/docs/kngy0000

or both upon direction. Please indicate a pack, carton or both on the pre-book. Each display will come complete with advertising. Please mail or fax your pre-books directly to Klein Candy:

Klein Candy
PO Box 1450
Wilkes Barre PA, 18703-1450
Fax 717-823-2447

Please feel free to contact me with any questions or if Klein Candy or myself can help you with any issues relative to this brand. I want to thank you all for the support that you have already shown towards this brand and thank you in advance for your continued support.

Sincerely,

Jim

J. McLean
#1642 AM
/am

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Source: https://www.industrydocuments.ucsf.edu/docs/kngy0000

BRENTWOOD

PRODUCT INFORMATION

	UPC
PACKS	
Full Flavor 100's	12300-20768
Full Flavor 85's	12300-20765
Light 100's	12300-20774
Light 85's	12300-20771
Ultra Light 100's	12300-20786
Ultra Light 85's	12300-20783
Menthol FF 100's	12300-20795
Menthol FF 85's	12300-20792
Menthol Light 100's	12300-20780
Menthol Light 85's	12300-20777
Cartons	
Full Flavor 100's	12300-20769
Full Flavor 85's	12300-20766
Light 100's	12300-20775
Light 85's	12300-20772
Ultra Light 100's	12300-20787
Ultra Light 85's	12300-20784
Menthol FF 100's	12300-20796
Menthol FF 85's	12300-20793
Menthol Light 100's	12300-20781
Menthol Light 85's	12300-20778
Cases	
Full Flavor 100's	12300-20770
Full Flavor 85's	12300-20767
Light 100's	12300-20776
Light 85's	12300-20773
Ultra Light 100's	12300-20788
Ultra Light 85's	12300-20785
Menthol FF 100's	12300-20797
Menthol FF 85's	12300-20794
Menthol Light 100's	12300-20782
Menthol Light 85's	12300-20779

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Source: https://www.industrydocuments.ucsf.edu/docs/kngy0000

KLEIN CANDY

INTRODUCES:

BRENTWOOD

YOUR COST: INTRODUCTORY $.50 OFF A CARTON OFFER VALID 5/25/98 THRU 7/5/98

$16.54 PER CARTON **$1.65** PER PACK

NJ. STATE MINIMUM. RETAIL PRICE:

$17.76 PER CARTON **$1.78** PER PACK

AT A SUGGESTED RETAIL PRICE OF

$1.79 PER PACK

INTRODUCTORY OFFER

YOU WILL GENERATE GOOD SALES AND PROFITS

FF KING_____ FF MEN KING_____ ULTRA KING_____

FF 100 _____ FF MEN 100 _____ ULTRA 100 _____

LT KING_____ LT MEN KING_____

LT 100 _____ LT MEN 100 _____

TOTAL # OF CARTONS_____

DISPLAY TYPE: CARTON PACK

CIRCLE ONE

STORE NAME: _____

ADDRESS: _____ PHONE: _____

SIGNATURE _____

DELIVERY DATE WEEK OF: 5/28/98 6/15/98

CIRCLE ONE OR BOTH

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Source: https://www.industrydocuments.ucsf.edu/docs/kngy0000

KLEIN CANDY

INTRODUCES:

BRENTWOOD

YOUR COST: INTRODUCTORY $.50 OFF A CARTON OFFER VALID 5/25/98 THRU 7/5/98

$13.78 PER CARTON **$1.38** PER PACK

NY. STATE MINIMUM. RETAIL PRICE:

$14.61 PER CARTON **$1.47** PER PACK

AT A SUGGESTED RETAIL PRICE OF

$1.49 PER PACK

INTRODUCTORY OFFER

YOU WILL GENERATE GOOD SALES AND PROFITS

FF KING_____ FF MEN KING_____ ULTRA KING_____

FF 100 _____ FF MEN 100 _____ ULTRA 100 _____

LT KING_____ LT MEN KING_____

LT 100 _____ LT MEN 100 _____

TOTAL # OF CARTONS_____

DISPLAY TYPE: CARTON PACK

CIRCLE ONE

STORE NAME: _____

ADDRESS: _____ PHONE: _____

SIGNATURE _____

DELIVERY DATE WEEK OF: 5/28/98 6/15/98

CIRCLE ONE OR BOTH

51847 8107

Source: https://www.industrydocuments.ucsf.edu/docs/kngy0000

KLEIN CANDY

INTRODUCES:

BRENTWOOD

YOUR COST: INTRODUCTORY $.50 OFF A CARTON OFFER VALID 5/25/98 THRU 7/5/98

$11.19 PER CARTON **$1.12** PER PACK

PA. STATE MINIMUM. RETAIL PRICE:

$11.86 PER CARTON **$1.19** PER PACK

AT A SUGGESTED RETAIL PRICE OF

$1.19 PER PACK

YOU WILL GENERATE GOOD SALES AND PROFITS

FF KING_____ FF MEN KING_____ ULTRA KING_____

FF 100 _____ FF MEN 100 _____ ULTRA 100 _____

LT KING_____ LT MEN KING_____

LT 100 _____ LT MEN 100 _____

TOTAL # OF CARTONS_____

DISPLAY TYPE: CARTON PACK

CIRCLE ONE

STORE NAME: _____

ADDRESS: _____ PHONE: _____

SIGNATURE _____

DELIVERY DATE WEEK OF: 5/28/98 6/15/98

CIRCLE ONE OR BOTH

51847 8108

Source: https://www.industrydocuments.ucsf.edu/docs/kngy0000